

DUPLICATE INVOICE



WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

www.thebostonchannel.com

Billing Address:

Multi Media Services - VA
Attention: Accounts Payable
915 King St
2nd Floor
Alexandria, VA 22314

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Invoice #	Invoice Date	Invoice Month	Invoice Period
914006-1	06/03/12	June 2012	05/28/12 - 06/03/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Brown/R/Senate	5/29-6/3 TV Sched	1

Flight Dates	Order #	Alt Order #
05/29/12 - 06/03/12	914006	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	05/29/12	06/03/12	6a Eyeopener	558-7a	- TWTF - -	:30	4	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/28/12 06/03/12 - TWTF - - 4 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 05/29/12 6:23 AM 6a Eyeopener 558-7a :30 SBT-052912-02H \$1,300.00 NM									
3 WCVB W 05/30/12 6:23 AM 6a Eyeopener 558-7a :30 SBT-052912-02H \$1,300.00 NM									
2 WCVB Th 05/31/12 6:22 AM 6a Eyeopener 558-7a :30 SBT-052912-02H \$1,300.00 NM									
4 WCVB F 06/01/12 6:24 AM 6a Eyeopener 558-7a :30 SBT-052912-02H \$1,300.00 NM									
2	05/29/12	06/03/12	REGIS AND KELLY DAY 9A-10A		- TWTF - -	:30	3	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/28/12 06/03/12 - TWTF - - 3 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 05/29/12 9:44 AM REGIS AND KELLY DAY 9A-10A :30 SBT-052912-02H \$500.00 NM									
2 WCVB W 05/30/12 9:50 AM REGIS AND KELLY DAY 9A-10A :30 SBT-052912-02H \$500.00 NM									
3 WCVB Th 05/31/12 9:36 AM REGIS AND KELLY DAY 9A-10A :30 SBT-052912-02H \$500.00 NM									
3	05/29/12	06/03/12	The View	1058-12n	- TWTF - -	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/28/12 06/03/12 - TWTF - - 3 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 05/29/12 11:32 AM The View 1058-12n :30 SBT-052912-02H \$600.00 NM									
2 WCVB W 05/30/12 11:31 AM The View 1058-12n :30 SBT-052912-02H \$600.00 NM									
3 WCVB Th 05/31/12 11:33 AM The View 1058-12n :30 SBT-052912-02H \$600.00 NM									
4	05/29/12	06/03/12	Midday News	1158a-1230p	- TWTF - -	:30	3	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 05/28/12 06/03/12 - TWTF - - 3 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB W 05/30/12 12:27 PM Midday News 1158a-1230p :30 SBT-052912-02H \$400.00 NM									
3 WCVB Th 05/31/12 12:15 PM Midday News 1158a-1230p :30 SBT-052912-02H \$400.00 NM									
1 WCVB F 06/01/12 12:09 PM Midday News 1158a-1230p :30 SBT-052912-02H \$400.00 NM									
5	05/29/12	06/03/12	ELLEN EF	4P-5P	- TWTF - -	:30	3	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									



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914006-1	06/03/12	June 2012	05/28/12 - 06/03/12
Advertiser	Product	Estimate Number	
Brown/R/Senate	5/29-6/3 TV Sched	1	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	05/29/12	06/03/12	ELLEN EF	4P-5P	- TWTF - -	:30	3	\$800.00	NM
05/28/12 06/03/12 - TWTF - - 3 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 05/29/12 4:22 PM ELLEN EF 4P-5P :30 SBTU-052912-02H \$800.00 NM 3 WCVB W 05/30/12 4:57 PM ELLEN EF 4P-5P :30 SBTU-052912-02H \$800.00 NM 2 WCVB Th 05/31/12 4:56 PM ELLEN EF 4P-5P :30 SBTU-052912-02H \$800.00 NM									
6	05/29/12	06/03/12	Newscenter 5 at 5	5-6p	- TWTF - -	:30	4	\$1,000.00	NM
Weeks: Start Date 05/28/12 End Date 06/03/12 MTWTFSS - TWTF - - Spots/Week 4 Rate \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 05/29/12 5:29 PM Newscenter 5 at 5 5-6p :30 SBTU-052912-02H \$1,000.00 NM 4 WCVB W 05/30/12 5:43 PM Newscenter 5 at 5 5-6p :30 SBTU-052912-02H \$1,000.00 NM 3 WCVB Th 05/31/12 5:43 PM Newscenter 5 at 5 5-6p :30 SBTU-052912-02H \$1,000.00 NM 2 WCVB F 06/01/12 5:44 PM Newscenter 5 at 5 5-6p :30 SBTU-052912-02H \$1,000.00 NM									
7	05/29/12	06/03/12	Newscenter 5 at 6	6-630p	- TWTF - -	:30	4	\$1,500.00	NM
Weeks: Start Date 05/28/12 End Date 06/03/12 MTWTFSS - TWTF - - Spots/Week 4 Rate \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 05/29/12 6:24 PM Newscenter 5 at 6 6-630p :30 SBTU-052912-02H \$1,500.00 NM 3 WCVB W 05/30/12 6:28 PM Newscenter 5 at 6 6-630p :30 SBTU-052912-02H \$1,500.00 NM 2 WCVB Th 05/31/12 6:24 PM Newscenter 5 at 6 6-630p :30 SBTU-052912-02H \$1,500.00 NM 4 WCVB F 06/01/12 6:24 PM Newscenter 5 at 6 6-630p :30 SBTU-052912-02H \$1,500.00 NM									
8	05/29/12	06/03/12	Chronicle	728-8p	- TWTF - -	:30	4	\$1,300.00	NM
Weeks: Start Date 05/28/12 End Date 06/03/12 MTWTFSS - TWTF - - Spots/Week 4 Rate \$1,300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 05/29/12 7:44 PM Chronicle 728-8p :30 SBTU-052912-02H \$1,300.00 NM 3 WCVB W 05/30/12 7:51 PM Chronicle 728-8p :30 SBTU-052912-02H \$1,300.00 NM 4 WCVB Th 05/31/12 7:44 PM Chronicle 728-8p :30 SBTU-052912-02H \$1,300.00 NM 2 WCVB F 06/01/12 7:38 PM Chronicle 728-8p :30 SBTU-052912-02H \$1,300.00 NM									
9	05/29/12	06/03/12	Nightline	1135p-1206a	- TWTF - -	:30	2	\$800.00	NM
Weeks: Start Date 05/28/12 End Date 06/03/12 MTWTFSS - TWTF - - Spots/Week 2 Rate \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WCVB Tu 05/29/12 11:53 PM Nightline 1135p-1206a :30 SBTU-052912-02H \$800.00 NM 1 WCVB W 05/30/12 11:54 PM Nightline 1135p-1206a :30 SBTU-052912-02H \$800.00 NM									
10	05/29/12	06/03/12	Jimmy Kimmel	1205-105a	- TWTF - -	:30	2	\$300.00	NM
Weeks: Start Date 05/28/12 End Date 06/03/12 MTWTFSS - TWTF - - Spots/Week 2 Rate \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB W 05/30/12 12:47 AM Jimmy Kimmel 1205-105a :30 SBTU-052912-02H \$300.00 NM 2 WCVB Th 05/31/12 12:47 AM Jimmy Kimmel 1205-105a :30 SBTU-052912-02H \$300.00 NM									
11	05/29/12	06/03/12	430a Eyeopener	430-5a	- TWTF - -	:30	2	\$150.00	NM
Weeks: Start Date 05/28/12 End Date 06/03/12 MTWTFSS - TWTF - - Spots/Week 2 Rate \$150.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers

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Advertiser	Product	Estimate Number	
Brown/R/Senate	5/29-6/3 TV Sched	1	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																			
11	05/29/12	06/03/12	430a Eyeopener	430-5a	- TWTF - -	:30	2	\$150.00	NM																																																																			
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WCVB</td><td>W</td><td>05/30/12</td><td>4:40 AM</td><td>430a Eyeopener</td><td>430-5a</td><td>:30</td><td>SBTV-052912-02H</td><td>\$150.00</td><td>NM</td></tr><tr><td>2</td><td>WCVB</td><td>F</td><td>06/01/12</td><td>4:39 AM</td><td>430a Eyeopener</td><td>430-5a</td><td>:30</td><td>SBTV-052912-02H</td><td>\$150.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	W	05/30/12	4:40 AM	430a Eyeopener	430-5a	:30	SBTV-052912-02H	\$150.00	NM	2	WCVB	F	06/01/12	4:39 AM	430a Eyeopener	430-5a	:30	SBTV-052912-02H	\$150.00	NM																																		
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2	WCVB	F	06/01/12	4:39 AM	430a Eyeopener	430-5a	:30	SBTV-052912-02H	\$150.00	NM																																																																		
12	05/29/12	06/03/12	5a Eyeopener	5-6a	- TWTF - -	:30	2	\$700.00	NM																																																																			
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2	WCVB	Tu	05/29/12	5:13 AM	5a Eyeopener	5-6a	:30	SBTV-052912-02H	\$700.00	NM																																																																		
1	WCVB	Th	05/31/12	5:23 AM	5a Eyeopener	5-6a	:30	SBTV-052912-02H	\$700.00	NM																																																																		
13	05/29/12	06/03/12	Newscenter 5 at 11	11-1130p	- TWTFSS	:30	4	\$2,000.00	NM																																																																			
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1	WCVB	Sa	06/02/12	11:22 PM	Newscenter 5 at 11	11-1130p	:30	SBTV-052912-02H	\$2,000.00	NM																																																																		
3	WCVB	Su	06/03/12	11:29 PM	Newscenter 5 at 11	11-1130p	:30	SBTV-052912-02H	\$2,000.00	NM																																																																		
14	05/29/12	06/03/12	8a Sat Wknd Eyeopener	Sa 8a-9a	-----S-	:30	1	\$700.00	NM																																																																			
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15	05/29/12	06/03/12	6a Weekend Eyeopener	558-7a	-----SS	:30	2	\$400.00	NM																																																																			
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2	WCVB	Su	06/03/12	6:29 AM	6a Weekend Eyeopener	558-7a	:30	SBTV-052912-02H	\$400.00	NM																																																																		
16	05/29/12	06/03/12	Weekend GMA	7-8a	-----SS	:30	2	\$750.00	NM																																																																			
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17	05/29/12	06/03/12	6p News Weekend	6-630p	-----SS	:30	2	\$750.00	NM																																																																			
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18	05/29/12	06/03/12	5a Weekend Eyeopener	Sa/Su 5a-6a	-----SS	:30	2	\$125.00	NM																																																																			
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www.thebostonchannel.com

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
914006-1	06/03/12	June 2012	05/28/12 - 06/03/12
Advertiser	Product	Estimate Number	
Brown/R/Senate	5/29-6/3 TV Sched	1	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																	
18	05/29/12	06/03/12	5a Weekend Eyeopener	Sa/Su 5a-6a	-----SS	:30	2	\$125.00	NM																																	
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19	05/29/12	06/03/12	8a Sun Wknd Eyeopener	Su 8-10a	-----S	:30	1	\$500.00	NM																																	
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Weeks:	<u>Start Date</u> 05/28/12	<u>End Date</u> 06/03/12	<u>MTWTFSS</u> -----S	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00																																					
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21	05/29/12	06/03/12	OTR 11a	1058a-1130a	-----S	:30	1	\$300.00	NM																																	
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<u>Total Spots</u>							52																																			

Payment Terms 30 Days

<u>Gross Total</u>	\$45,500.00
<u>Agency Commission</u>	\$6,825.00
<u>Net Amount Due</u>	\$38,675.00